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Batch A

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PREFACE

The CoreConferences 2019 held on 20th – 21st March, 2019, in collaboration with Association of Scientists, Developers and Faculties (ASDF), an International body, at Taipei, Taiwan.

CoreConferences 2019 provides a chance for Academic and Industry professionals to discuss the recent progress in the area of Multiple. The outcome of the conference will trigger for the further related research and future technological improvement. This conference highlights the novel concepts and improvements related to the research and technology.

The technical committee consists of experts in the various course subfields helped to scrutinize the technical papers in various fields, support to maintain the quality level of the proceedings of conference which consist of the information of various advancements in the field of research and development globally and would act as a primary resource of researchers to gain knowledge in their relevant fields.

The constant support and encouragement from Dr. S. Prithiv Rajan, ASDF Global President, Dr. Julie Rue Bishop, ASDF International President and Dr. K. Kokula Krishna Hari, ASDF International General Secretary helped a lot to conduct the conference and to publish the proceedings within a short span. I would like to express my deep appreciation and heartfelt thanks to the ASDF team members. Without them, the proceedings could not have been completed in a successful manner. I would like to express my sincere thanks to our management, student friends and colleagues for their involvement, interest, enthusiasm to bring this proceeding of the conference in a successful way.

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A Study on Factor Affecting Textile Entrepreneurship – A Special Emphasis on Tirupur District

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Abstract: *Entrepreneurial success depends on various factors associated with the business, the entrepreneurs' wishes to start. Entrepreneurs need some sort of inspirations to succeed in their business ventures. Being a versatile industry, textile attracts many entrepreneurs both urban and rural peoples and requires minimal investment to start. Textile entrepreneurs have to face several challenges and prospects associated with their business. This study has been commenced with the objectives to check demographic profile, factors affecting textile entrepreneurs, encouragement of external factors and personal reason behind to become textile business entrepreneurs. This study has been carried out with 100 textile entrepreneurs; the sample has been selected by using simple random sampling. This study is also carried out with non-disguised and structured questionnaire; which consists of four parts with seeking information on demographic profile, factors affecting textile entrepreneurs, external encouraging factors and personal reason to become textile entrepreneurs. This study uses percentage analysis, factor analysis, Garrett score ranking, and t-test to analyse the data collected. It was concluded that textile entrepreneurs have been encouraged by various factors and moreover several factors significantly affect their business.*



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Factors Affecting Consumer Purchase Behaviour towards Online Clothing Products in Bangladesh

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Abstract: *The online clothing businesses have seen a considerable rise in recent times, with a high and growing demand. The purpose of this study is to determine the factors that play significant roles in creating purchase intention towards the online clothing products in Bangladesh. Secondary research was used to build the model of customer purchase intention. A structured questionnaire was employed to gather data and test the model. Factor analysis and regression were used to test the model. The regression model suggested that customer purchase intention was induced most by the online marketing activities of the online retailers, followed by pricing strategy implemented and sense of security provided (in that order). To understand customer purchase intentions better, it may be important to look at additional factors or seek better measures of the constructs. The study suggests that online retailers should heavily focus on online promotions and pricing.*

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